

STRATEGY UPDATE

Our Vision for the Future

We are committed to driving innovation and growth...
and growth...

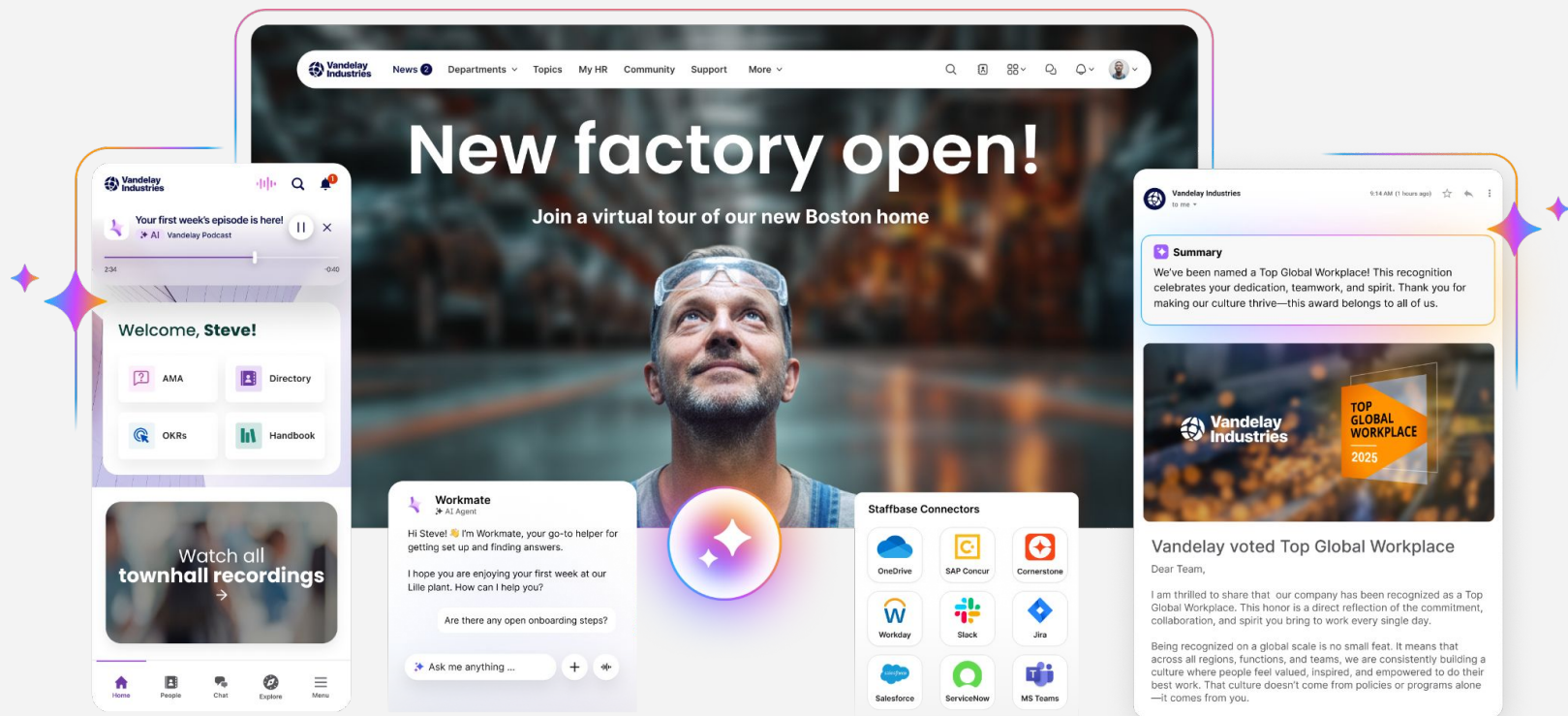
Focus on Safety & Quality

Engage our people

Eliminate waste

3 REASONS WHY YOUR EMPLOYEE MESSAGES DON'T SURVIVE AT ALL AND HOW TO FIX IT

Staffbase : AI-native Employee Experience Platform built for the hardest-to-reach employees.



AI KNOWS THE WORLD. IT KNOWS NOTHING ABOUT YOUR WORK.

ChatGPT, Gemini, ...

95%+ of the answers are
already part of the model itself!



Company GPT

**I am
useless
without
context.**

FAILURE POINT #1: ENTERPRISE CONTEXT IS EASY, JUST SEARCH!

1.2_LIVE

1.0_FINAL_REVIEW

OLD_0.9

DRAFT 0.9

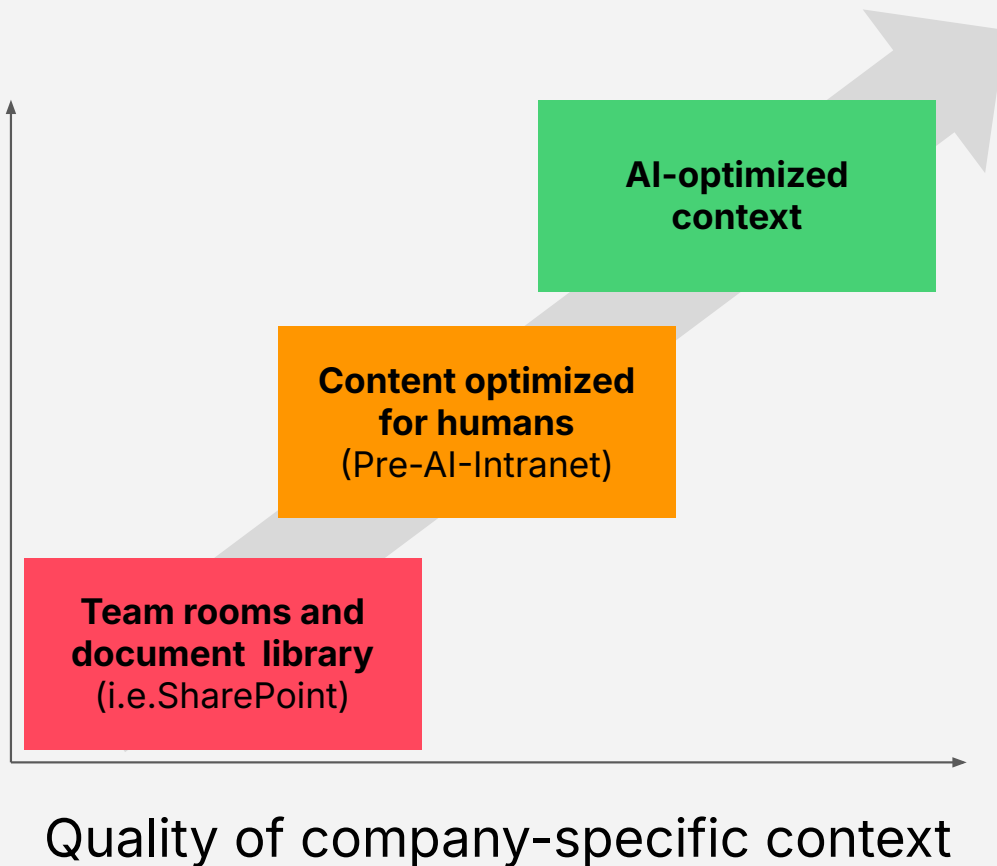
1.1_FINAL_CEO_VERSION

1.1_FINAL_2024



AI-QUALITY IS A DIRECT RESULT OF CONTEXT QUALITY

Quality of AI
answers



3 TOP INSIGHTS FOR AI-OPTIMIZED CONTEXT

1. What is an Intranet: from warehouse to front-door
2. Don't start with what you have but what you need
3. Question and answer belong together - as close as possible

Search term	↓ All Searches	Trend	Users	Search Results
Staffbase camp	Q 4093	↗ 12%	👤 18	125
AI 🔴	Q 12861	↗ 20%	👤 120	0
QBRs	Q 2180	↘ -9%	👤 89	63

QUESTION

The **complete** answer should be located very close to the question and not widely distributed on a page or a document.

FAILURE POINT #2: OUR WORDS ARE CONSTANTLY SUMMARIZED AND REMIXED BY MACHINES.

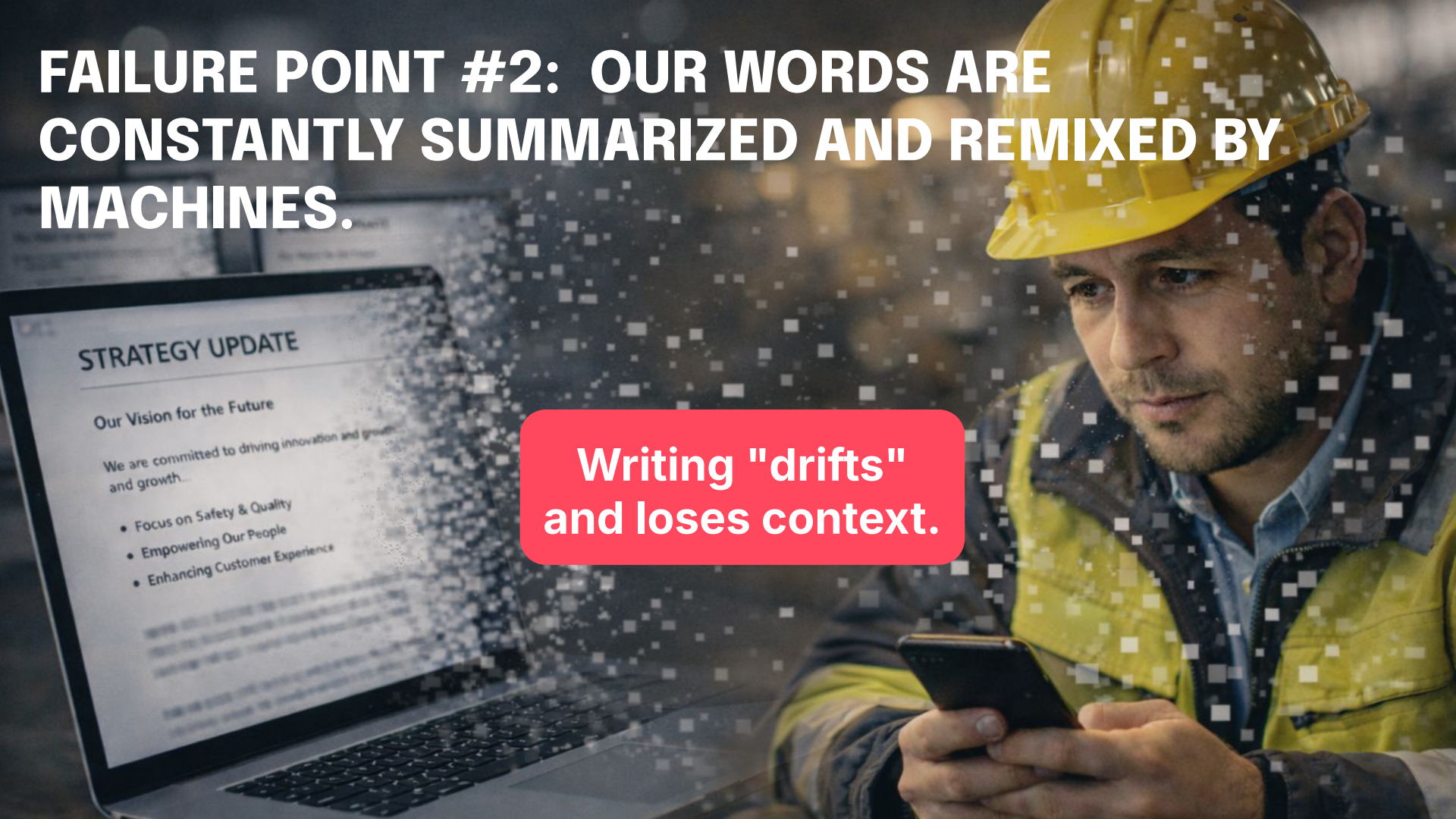
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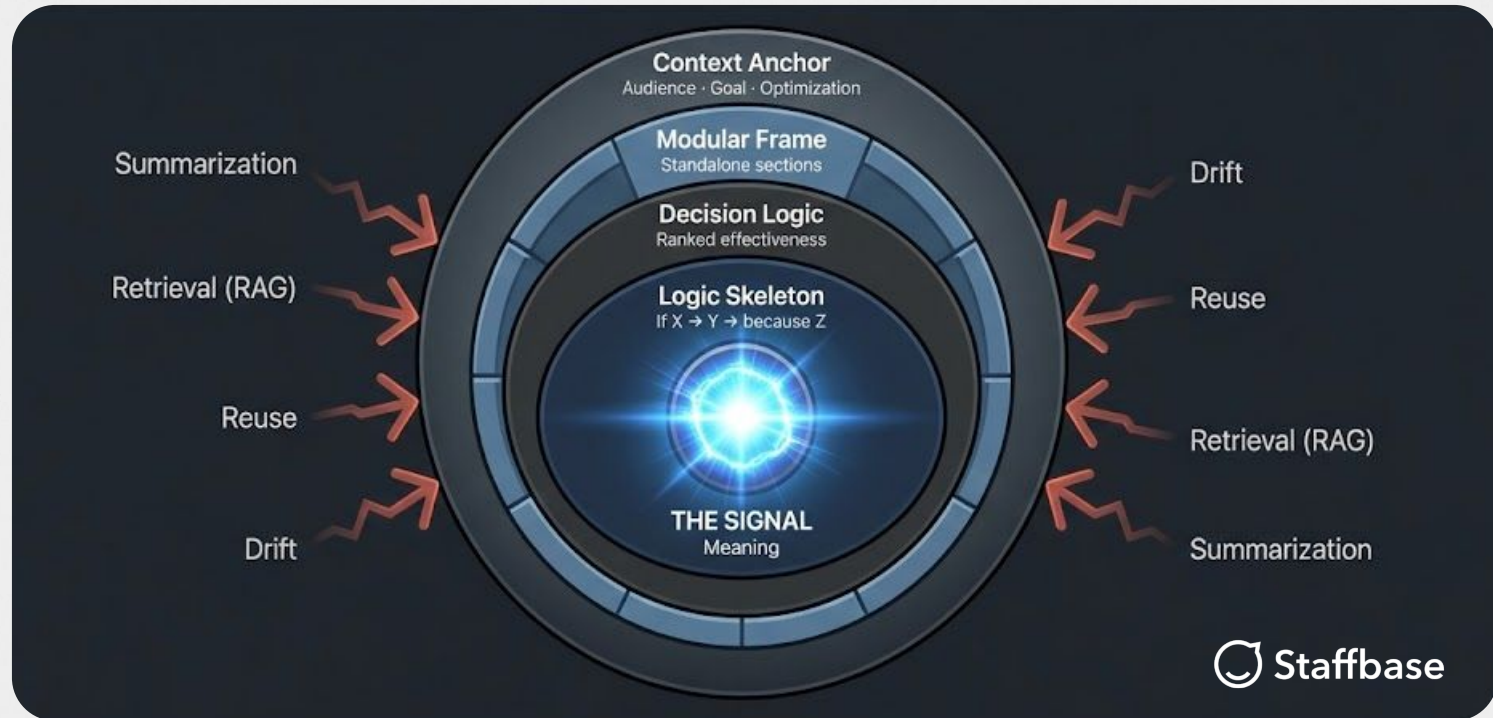
- Focus on Safety & Quality
- Empowering Our People
- Enhancing Customer Experience

Writing "drifts"
and loses context.



DURABLE WRITING™ BY STAFFBASE

MEANING THAT SURVIVES AI



DURABLE WRITING™ EXAMPLES

FRAGILE: "Multi-channel communication is really important today."

This is just an opinion. AI treats it as generic text.

DURABLE: "Email reaches desk workers. The App reaches the frontline. Therefore, for broad reach, a multi-channel setup is required."

This is a logic model: $A + B = C$. The AI preserves the logic perfectly.

FRAGILE: "We need to do a better job explaining our new strategy update."

The AI summarizes this as a generic sentiment. The core intent is vague.

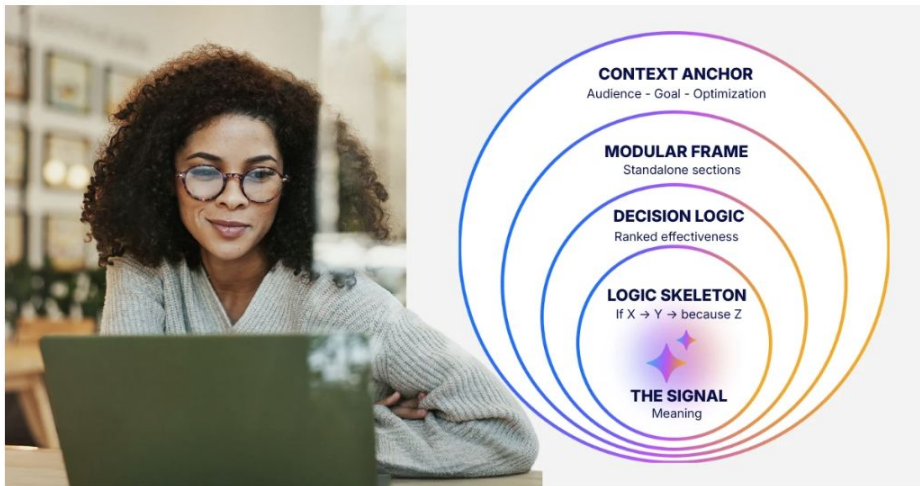
DURABLE: "For employees, the primary goal of this update is to understand exactly what is changing—and what that means for their daily routine."

*The AI (and the human) knows exactly **who** it is for and **why** it matters.*

DURABLE WRITING™ BY STAFFBASE

Durable Writing™: How to make your meaning survive AI

Learn how to protect your core intent from Narrative Drift and get the free Durable Writing Prompt to audit your own texts for AI-stability.



Frank Wolf in AI
Chief Strategy Officer

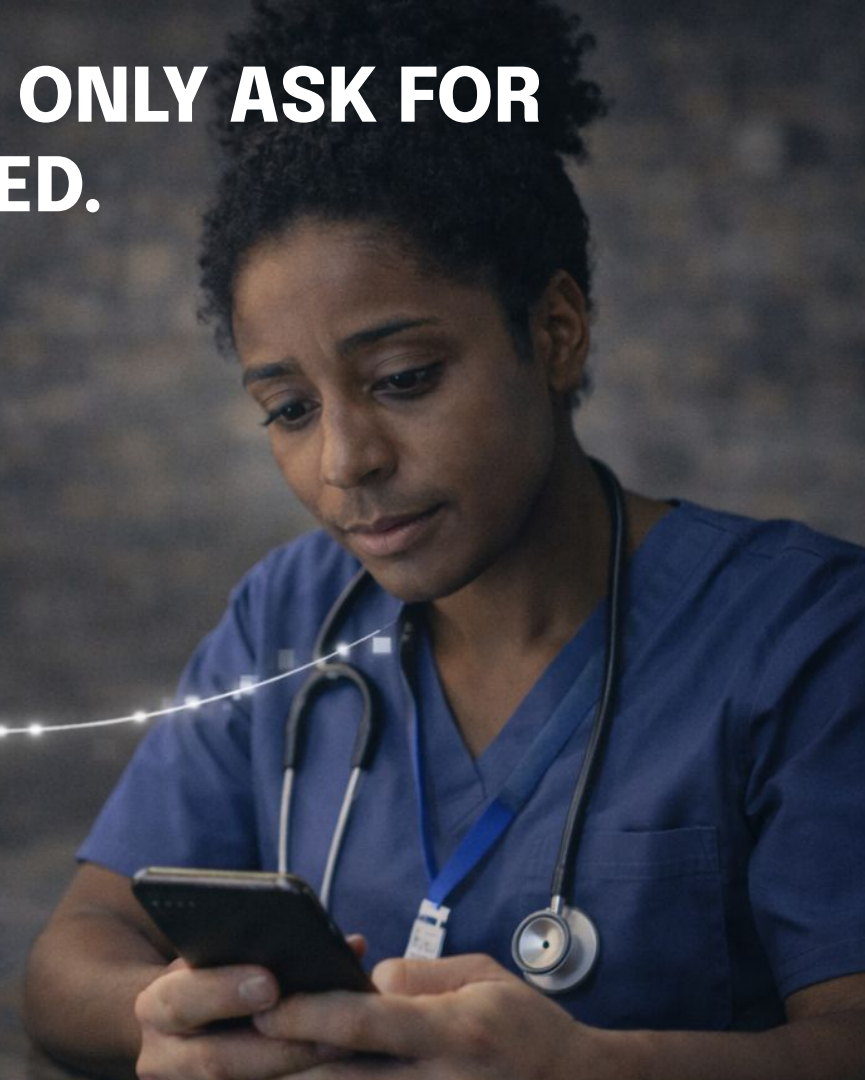
Published
January 30, 2026

Updated
January 30, 2026

Reading time
4 minutes



FAILURE POINT #3: PEOPLE ONLY ASK FOR WHAT THEY THINK THEY NEED.





Directory

Benefits

Payslips

Learning courses

Health & Safety

Company strategy

Security & Data Protection

Change awareness

PULL (30%)

What employees
ask for

PUSH (70%)

What employees
need to know



ASK THE COMPANY

What's on the agenda today?

+ Ask anything



Not the new intranet

PROACTIVE DELIVERY REMAINS A KEY PRIORITY IN THE AGE OF AI.

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PULL

What employees ask for

PUSH

What employees need to know



Vandelay Industries
Reminder: New safety protocols policy for Chicago

now



Tom's Weekly Digest: CW 12

Vandelay Radio



2:34

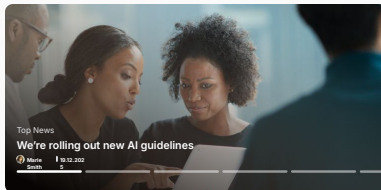
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10.12.2022

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Recommended for you



Vandelay Industries
to me

9:14 AM (1 hour ago)



+ AI Summary

This update affects your site directly. One action is required from you before Friday: confirm that all external contractors on your site have completed the updated access & safety briefing.



Site access & safety update

Dear Site Managers,

We're introducing updated site access and safety requirements for our sites in EMEA. Starting Monday next week, all

+2.6x Reach
with branded mobile push



THANK YOU!

**DURABLE WRITING™
BY STAFFBASE**



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**FROM CONTENT FACTORIES TO CONTEXT ARCHITECTS:
3 Reasons Why Your
Messages Don't Survive AI
– And How to Fix It.**